

Asian/Pacific Islander
Quit Line Data Summary
January 1 - March 31, 2004

	<u>Asian/Pac. Is.</u>	<u>State</u>
Number of Calls to Quit Line	N = 49	N = 3,363
Percent of Statewide Calls	2.0%	100.0%
Percent of State Population	6.0%	100.0%
	<u>Asian/Pac. Is. %</u>	<u>State %</u>
Gender	N = 49	N = 2,906
Female	69.4%	64.2%
Male	30.6%	35.8%
Race/Ethnicity	N = 49	N = 2,468
Asian/Pacific Islander	100.0%	2.0%
Age	N = 46	N = 2,642
Less than 18 years old	2.2%	1.1%
18 - 24 years old	32.6%	15.2%
25 - 34 years old	32.6%	23.1%
35 - 44 years old	21.7%	24.6%
45 years and older	10.9%	36.0%
Education	N = 48	N = 2,581
Did not graduate high school	6.3%	19.0%
High school graduate	18.8%	36.0%
Some college/vocational school	47.9%	36.4%
College graduate	27.1%	8.6%
Caller Type	N = 49	N = 3,052
General Information	14.3%	12.6%
Health care provider	2.0%	3.6%
Tobacco user	83.7%	83.8%
Payer Type	N = 33	N = 2,005
Insured	36.4%	31.2%
Uninsured	39.4%	29.4%
Medicaid	24.2%	39.4%
Heard About	N = 41	N = 2,412
Past caller	9.8%	15.7%
Employer/worksites	2.4%	1.2%
Health care provider	34.1%	31.8%
Television	22.0%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	2.4%	0.2%
Radio	2.4%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	2.4%	5.4%
Family or friend	12.2%	22.7%
Health Department	2.4%	5.4%
School	9.8%	1.4%